

# Tampa Bay Times | Audience Profile of Tampa Bay Times Products

	Total DMA Adults	Daily Times	Sunday Times	tampabay.com past 30 days	tbt*
<b>Sex of respondent</b>					
Men	48.0%	46.0%	40.0%	49.0%	48.0%
Women	52.0%	54.0%	60.0%	51.0%	52.0%
<b>Median Age:</b>					
	<b>52yrs</b>	<b>64yrs</b>	<b>61yrs</b>	<b>49yrs</b>	<b>47yrs</b>
<b>Age</b>					
18-24	10.0%	4.0%	5.0%	1.0%	2.0%
25-34	15.0%	10.0%	12.0%	24.0%	21.0%
35-54	30.0%	20.0%	23.0%	39.0%	52.0%
55-64	17.0%	19.0%	21.0%	19.0%	14.0%
65 or older	28.0%	47.0%	39.0%	17.0%	11.0%
<b>Education</b>					
Less than hs graduate	7.0%	5.0%	5.0%	7.0%	7.0%
High school graduate	36.0%	33.0%	32.0%	26.0%	39.0%
Some college	32.0%	34.0%	36.0%	21.0%	31.0%
College graduate or more	25.0%	28.0%	27.0%	46.0%	23.0%
<b>Household income (HHLI)</b>					
Median household income	\$49,300	\$47,000	\$48,900	\$62,300	\$44,900
Less than \$20,000	11.0%	7.0%	9.0%	4.0%	13.0%
\$20,000-\$49,999	40.0%	47.0%	42.0%	40.0%	43.0%
\$50,000 - \$74,999	19.0%	22.0%	21.0%	12.0%	18.0%
\$75,000 - \$99,999	12.0%	10.0%	13.0%	15.0%	13.0%
\$100,000 or more	18.0%	14.0%	15.0%	29.0%	13.0%
<b>Marital status</b>					
Married	51.0%	56.0%	52.0%	68.0%	44.0%
Never married (single)	28.0%	19.0%	22.0%	26.0%	36.0%
Widowed	8.0%	13.0%	11.0%	3.0%	4.0%
Divorced or Separated	13.0%	12.0%	15.0%	13.0%	16.0%
<b>Race</b>					
White	71.0%	75.0%	75.0%	67.0%	51.0%
African American	9.0%	7.0%	9.0%	17.0%	19.0%
Other	5.0%	6.0%	5.0%	1.0%	7.0%
Hispanic	15.0%	12.0%	11.0%	15.0%	23.0%
<b>Employment status</b>					
Employed	51.0%	26.0%	27.0%	58.0%	53.0%
Not employed	49.0%	74.0%	73.0%	42.0%	47.0%
Professional/Managerial	19.0%	14.0%	15.0%	31.0%	21.0%
Investors	58.0%	54.0%	59.0%	52.0%	49.0%
<b>Children 17 &amp; under in hslid.</b>					
No	70.0%	83.0%	75.0%	51.0%	50.0%
Yes	30.0%	17.0%	25.0%	49.0%	50.0%
<b>Home ownership</b>					
Own	64.0%	71.0%	68.0%	52.0%	52.0%
Rent	33.0%	27.0%	29.0%	46.0%	46.0%
Other	3.7%	2.0%	3.0%	2.0%	2.0%
<b>County of residence</b>					
Citrus, FL	3.0%	1.0%	2.0%	1.0%	1.0%
Hardee, FL	*	*	*	0.0%	0.0%
Hernando, FL	4.0%	3.0%	4.0%	*	1.0%
Highlands, FL	2.0%	1.0%	1.0%	0.0%	0.0%
Hillsborough, FL	28.0%	34.0%	35.0%	31.0%	52.0%
Manatee, FL	8.0%	2.0%	1.0%	10.0%	1.0%
Pasco, FL	11.0%	16.0%	17.0%	8.0%	10.0%
Pinellas, FL	21.0%	41.0%	38.0%	44.0%	35.0%
Polk, FL	14.0%	2.0%	1.0%	3.0%	0.0%
Sarasota, FL	9.0%	*	1.0%	3.0%	0.0%

Source: 2016 Nielsen Scarborough Report (r1)

\* Less than one half of one percent.